PLAYERUNKNOWN'S BATTLEGROUNDS™ MOBILE

PUBG MOBILE BRANDING GUIDELINE

Created by
Global Publishing Center

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PUBG MOBILE

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LOGO

PUBG MOBILE

1.01 - PRIMARY LOGO

Use the colored logo as the primary logo when used on a black or dark background

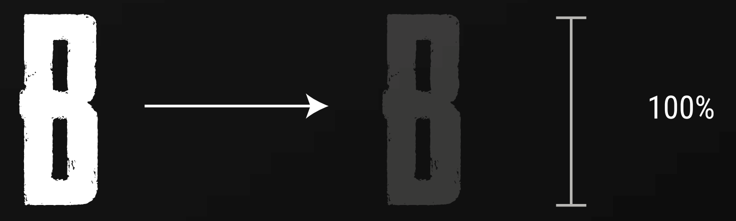
Use the black version of the logo over a white or light background.

Use the white version of the logo over a black or dark background as an alternative to the colored logo.

PUBG MOBILE

1.01 - PRIMARY LOGO - CLEAR SPACE

Clear space is the area that is required around the outside of our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required clear space for the logo is defined by the measurement “X” as shown. This measurement is equal to the height of the letter B in the word mark.



1.01- PRIMARY LOGO - MINIMUM SIZE

The PUBG Mobile stand-alone logo is restricted to 2.54cm for print and 120px for digital applications. Violating this standard compromises the integrity and legibility of the logo. For tagline logo application needs smaller than the minimum sizes shown below, please use the PUBG Mobile stand-alone logo. For logo sizes smaller than minimum sizes shown, please contact Tencent Games - Global Publishing Center for approval.

1” = 2.54cm

MINIMUM PRINT SIZE

The smallest the logo should be represented in print is 1” wide.

120px

MINIMUM DIGITAL SIZE

The smallest the logo should be represented on digital / interactive platforms is 120 pixels wide.

PUBG MOBILE

1.01 - PRIMARY LOGO - RESTRICTIONS

Any modification of PUBG Mobile stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usages must be avoided to maintain the integrity of our brand.

Do not put the logo on the floor, floor sticker or step on.

The logotype cannot be modified or typed in any other typeface.

Don't rearrange the logo elements.

Don't change proportions.

Don't rotate the logo.

Don't crop the logo.

Don't create a logo lockup with text.

Don't outline the logo.

Don't squash or stretch the logo.

Don't use off-brand colors.

Don't minimize the size of the logo when other partner logos are present. Always consider hierarchy by increasing the logo size.

Don't place the logo on a color without sufficient contrast.

Don't place the logo over a busy image.

PUBG MOBILE

1.02 - SECONDARY LOGO

Use the colored logo as the primary logo when used on a black or dark background

Use the black version of the logo over a white or light background.

Use the white version of the logo over a black or dark background as an alternative to the colored logo.

1.02 - SECONDARY LOGO - CLEAR SPACE

MINIMUM LOGO SIZE

MINIMUM PRINT SIZE

The smallest the logo should be represented in print is 3/4” wide.

3/4” = 1.9cm

MINIMUM DIGITAL SIZE

The smallest the logo should be represented on digital / interactive platforms is 60 pixels wide.

60px

PUBG MOBILE

1.02 - SECONDARY LOGO - RESTRICTIONS

Any modification of PUBG Mobile stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usages must be avoided to maintain the integrity of our brand.

Do not put the logo on the floor, floor sticker or step on.

The logotype cannot be modified or typed in any other typeface.

Don't rearrange the logo elements.

Don't change proportions.

Don't rotate the logo.

Don't crop the logo.

Smaller Map Bigger Action

Don't create a logo lockup with text.

Don't outline the logo.

Don't squash or stretch the logo.

Don't use off-brand colors.

Don't minimize the size of the logo when other partner logos are present. Always consider hierarchy by increasing the logo size.

Don't place the logo on a color without sufficient contrast.

Don't place the logo over a busy image.

1.03 - TENCENT GAMES LOGO

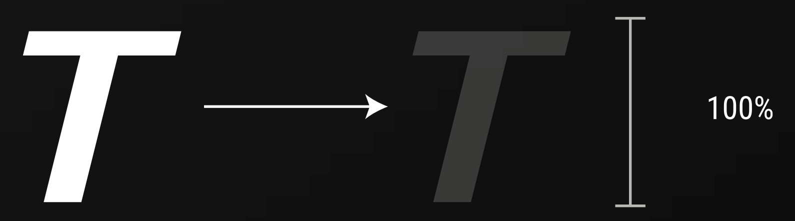
Use the colored logo as the Tencent Games logo when used on a white or light background

Use the black version of the logo over a white or light background as an alternative to the colored logo.

Use the white version of the logo over a black or dark background as an alternative to the colored logo.

1.03 - TENCENT GAMES LOGO - CLEAR SPACE

Clear space is the area that is required around the outside of Tencent Games logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required clear space for the logo is defined by the measurement “X” as shown. This measurement is equal to the height of the letter T in the word mark.



1.03 - TENCENT GAMES - MINIMUM SIZE

Tencent Games stand-alone logo is restricted to 2.5cm for print and 120px for digital applications. Violating this standard compromises the integrity and legibility of the logo. For tagline logo application needs smaller than the minimum sizes shown below, please use the Tencent Games stand-alone logo. For logo sizes smaller than minimum sizes shown, please contact Tencent Games - Global Publishing Center for approval.

1” = 2.5cm

MINIMUM PRINT SIZE

The smallest the logo should be represented in print is 1” wide.

120px

MINIMUM DIGITAL SIZE

MINIMUM DIGITAL SIZE

The smallest the logo should be represented on digital / interactive platforms is 120 pixels wide.

PUBG MOBILE

1.03 - TENCENT GAMES LOGO - RESTRICTIONS

Any modification of Tencent Games Logo stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter Tencent Games logo in any way. The following list of incorrect usages must be avoided to maintain the integrity of our brand.

The logotype cannot be modified or typed in any other typeface.

Don't rearrange the logo elements.

Don't change proportions.

Don't rotate the logo.

Don't crop the logo.

Don't create a logo lockup with text.

Don't outline the logo.

Don't squash or stretch the logo.

Don't use off-brand colors.

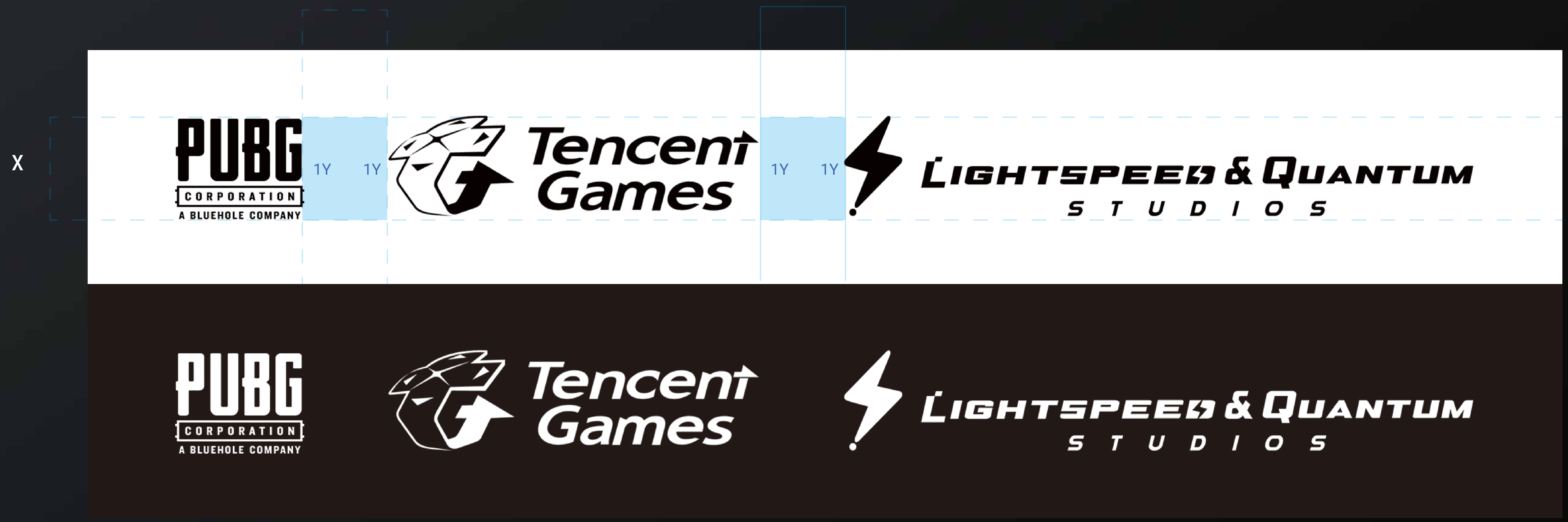
Don't lower the opacity of any part of the logo.

Don't place the logo on a color without sufficient contrast.

Don't place the logo over a busy image.

1.04 - CO-BRANDING PRINCIPLES

These co-branding principles have been created to help steer brand partnership activation accordingly and should be considered complimentary to the core communication principles.



1.05 - HIERARCHY

1 Any secondary logo that needs to be highlighted (i.e. “Presented By...”) should be at least 75% smaller than the primary brand identity logo - PUBG Mobile logo.

2 When placed together with partner logos, the corporate identity should be equal to the average height of the other logos surrounding it. The corporate identity should also always be the first in order from the left-side.

1

PRESENTED BY:

PUBG CORPORATION A BLUEHOLE COMPANY

Tencent Games

LIGHTSPEED & QUANTUM STUDIOS

2

SUPPORTED BY:

LOGO

SPONSORED BY:

LOGO

PRODUCED BY:

LOGO

COLOR

PUBG MOBILE

2.01 - BRAND COLOR

PUBG PRIMARY / SECONDARY BRAND COLORS

PANTONE 130
CMYK: 0 / 32 / 100 / 0
RGB: 242 / 169 / 0
HEX: F2A900

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: 000000

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: FFFFFF

PUBG MOBILE BRAND COLOR

PANTONE 7621
CMYK: 0 / 98 / 91 / 30
CMYK: 0 / 98 / 91 / 30
HEX: AB2328

PUBG MOBILE

2.02 - BACKGROUND COLOR LOGO CHART

WHITE 10% 20% 30% 40% 50% 60% 70% 80% 90% BLACK

PUBG MOBILE

2.02 - BACKGROUND COLOR LOGO CHART

DARK MID-TONE LIGHT

2.03 - TENCENT GAMES LOGO BACKGROUND COLOR LOGO CHART

WHITE	10%	20%	30%	40%	50%	60%	70%	80%	90%	BLACK

TYPOGRAPHY

3.01 - TYPOGRAPHY - CHINESE

HEADLINE / TITLE

Noto Sans CJK TC - Black

遊戲品牌傳播的中文語境設計
請使用思源黑體字體，請勿使用
其他字體與不規範應用。

ALTERNATIVE HEADLINE / TITLE
(USED FOR PROMOTIONAL / MARKETING MATERIALS)

Noto Sans CJK TC - Bold

遊戲品牌傳播的中文語境設計請使用思源黑體字體，
請勿使用其他字體與不規範應用。

SUB-HEADER

Noto Sans CJK TC - Medium

遊戲品牌傳播的中文語境設計請使用思源黑體字體，
請勿使用其他字體與不規範應用。

BODY TEXT

Noto Sans CJK TC - Regular

遊戲品牌傳播的中文語境設計請使用思源黑體字體，
請勿使用其他字體與不規範應用。

3.02 - TYPOGRAPHY - ENGLISH

HEADLINE / TITLE

AGENCY FB BOLD

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

ALTERNATIVE HEADLINE / TITLE
(USED FOR PROMOTIONAL / MARKETING MATERIALS)

HEADLINER NO.45

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

SUB-HEADER

AGENCY FB REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BODY TEXT

ROBOTO CONDENSED REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

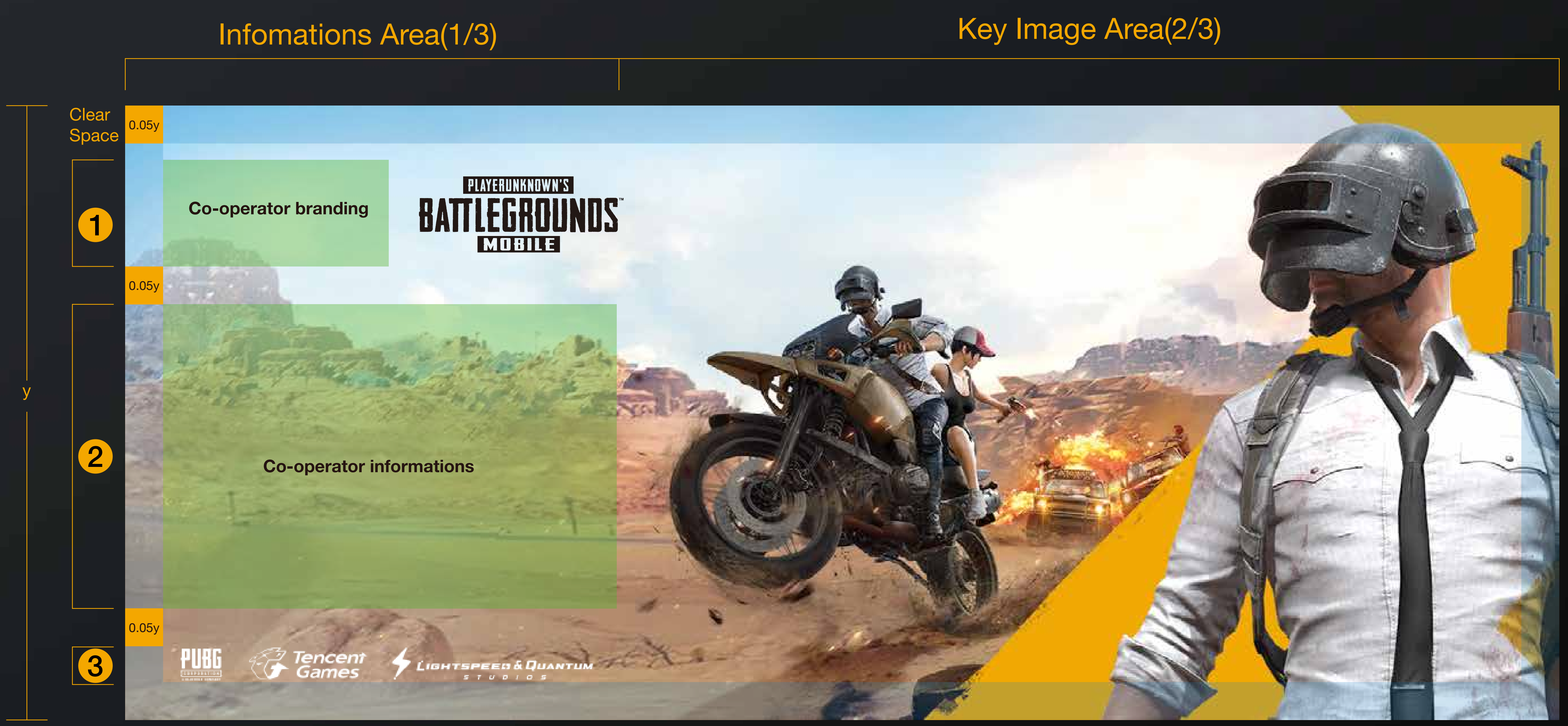
3.03 - TYPOGRAPHY (INTERNATIONAL)

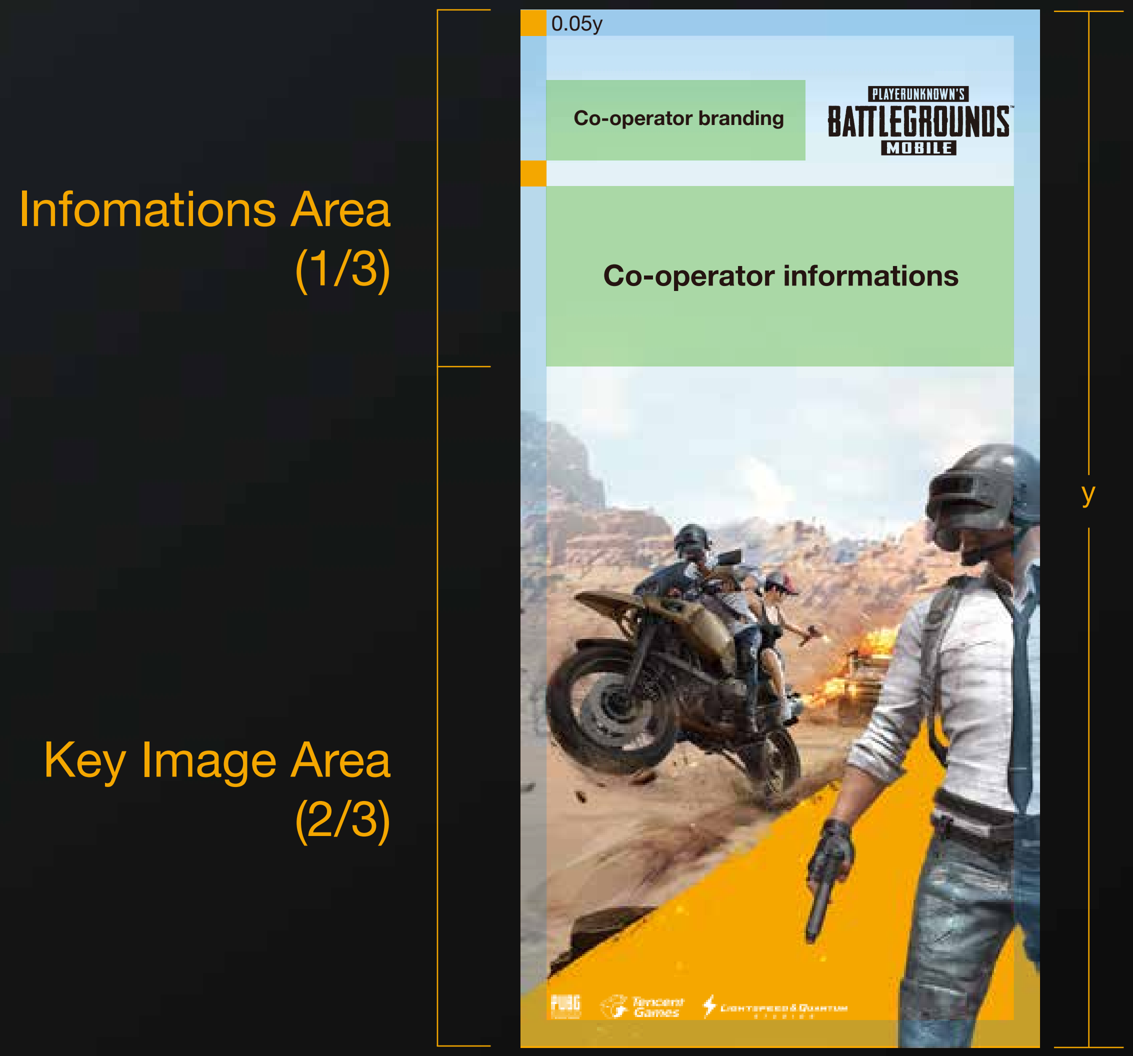
LANGUAGE	TYPE	FONT NAME / FAMILY	LICENSE PERMISSION FOR PUBLIC USE?
Polish, Portuguese (Europe), Portuguese (Brazil), Russian, Spanish (Europe), Spanish (Mexico), Italian, Turkish, French, German, Indonesian, Vietnamese	Headline	AgencyFB - Bold AgencyFB - Regular	NO
	Headline	Headliner No. 45	YES
	Body	Roboto Condensed - Bold Roboto Condensed - Regular	YES
Russian	Headline	AgencyFB Cyrillic	NO
	Body	Roboto Condensed - Bold Roboto Condensed - Regular	YES
Arabic	Headline / Body	Noto Sans Arabic UI Cn Md	YES
Chinese - Simplified	Headline / Body	Noto Sans SC Bold	YES
Chinese - Traditional (Taiwanese / Cantonese / Etc.)	Headline / Body	Noto Sans TC Bold	YES
Japanese	Headline / Body	Noto Sans JP Bold	YES
Korea	Headline / Body	Noto Sans KR Bold	YES
Thai	Headline / Body	PSL Imperial Pro	YES

OFFLINE MATERIALS

4.01 - ADVERTISMENT - CO OPERATOR

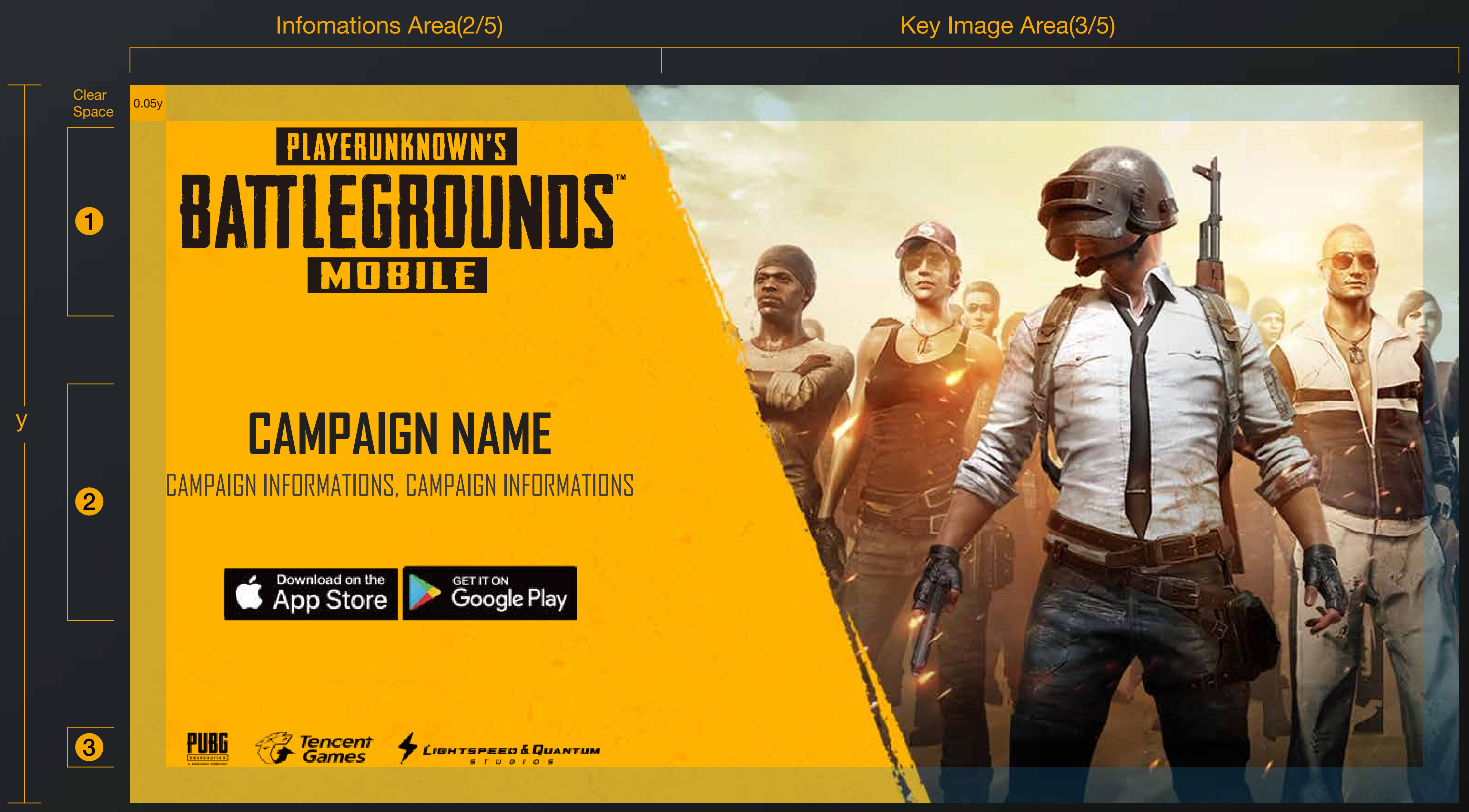
1. The brand identity should be the largest logo in comparison to other logos in the same space.
2. Information on cooperative brand under brand identity.
3. Co-branding logo should be placed at the bottom left corner.The corporate identity should also be the first in order from the left-side.





PUBG MOBILE

4.01 - ADVERTISMENT OPERATOR



1. The brand logo should be the largest logo in the information area.
2. The area of activity information is replaced by activity, can not above brand logo width.
3. Co-branding logo should be placed at the bottom left corner.The corporate identity should also be the first in order from the left-side.

The brand logo should be placed in the center of the picture.
Co-branding logo should be placed under brand logo, and keep the same width with brand logo.

4.02 - CARDBOARD STAND

The Cardboard Stand is within the horizontal line of sight. (Suppose human height is 170cm). Depending on the activity, Can replace different characters or more.

Cardboard Stand

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4.03 - PULL-UP BANNER

1. The activity information is kept at the top 2/5 position, keep the best line of sight(Suppose human height is 170cm). The Information depends on activity to change.

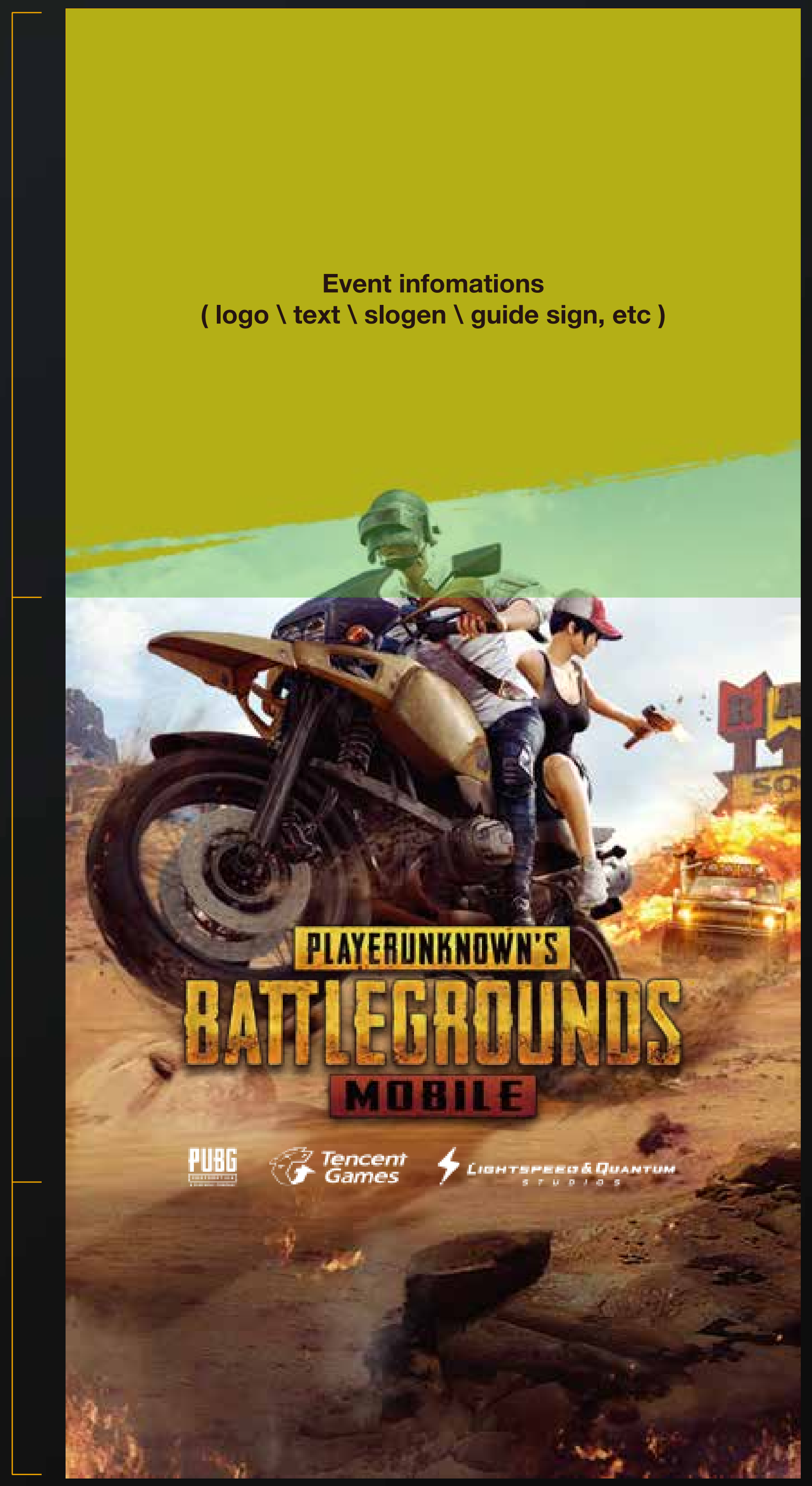
2. Maintain a clean visual effect and place the brand information on top of 2/5.

1

Activity info(2/5)

Key visual(2/5)

Clear space(1/5)



2

Brand identity(2/5)

4.04 - BANNER

1. Horizontal format:
   Palce the key informations at the bottom of 1/2, above the main part of the vision and information that should be displayed in the middle.

2. vertical format:
   Place brand logo at bottom of 1/6, above the main part of the vision and information area.

Event informations (2/3)

Key images (1/3)

Brand logo & Text (1/2)

1

Brand logo (1/6)

2

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4.05- BACKDROP

In the case of long backdrop, Images or brand logo are displayed continuously. Informations or brands are place in yellow shapes.

flexible use different size depends on area.

Small Size

Medium Size

large Size

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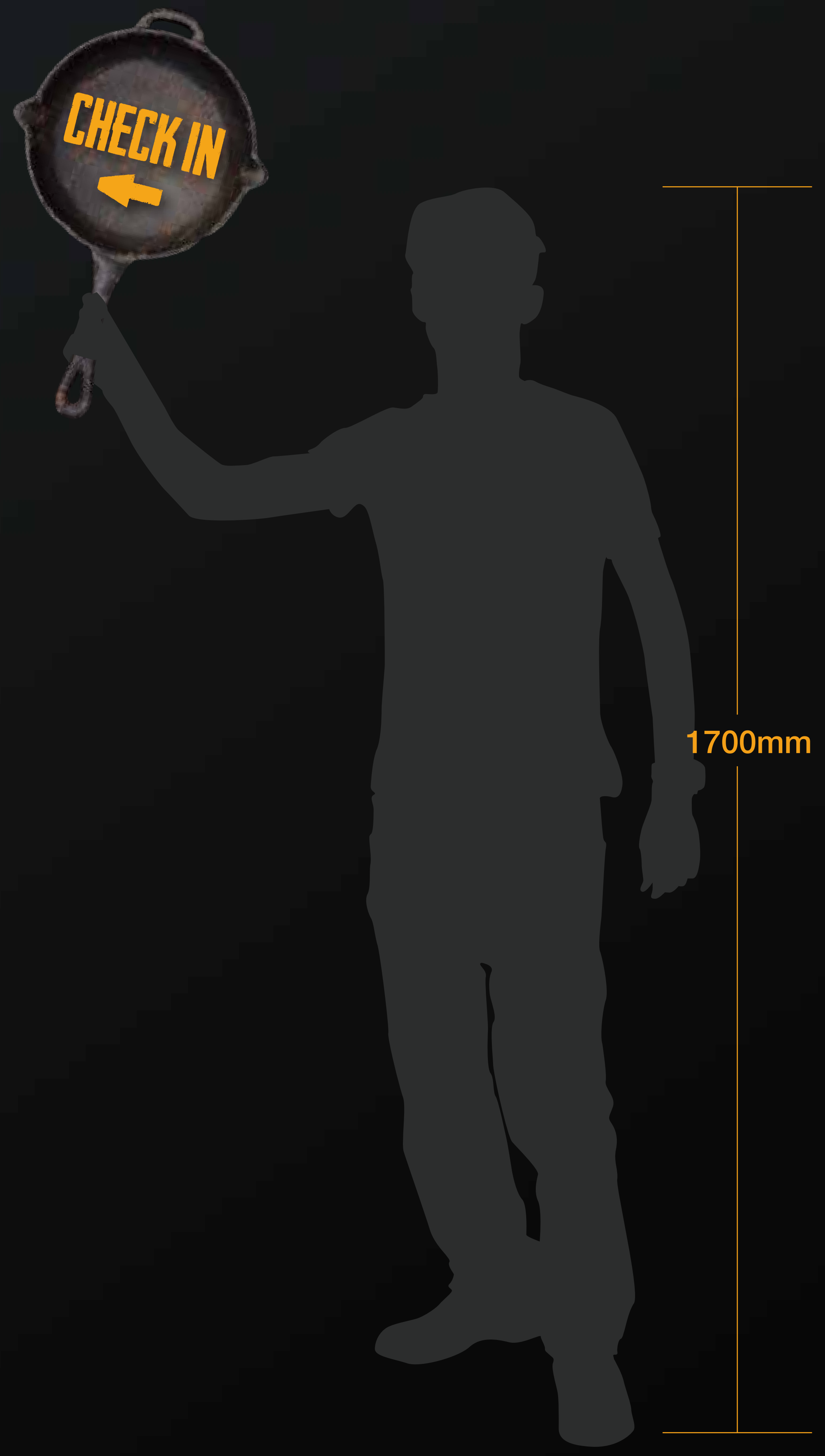
4.06- BOARD INDICATOR

ITEM: Pan
WIDTH: 30cm
HEIGHT: 45cm

Sample



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4.07- HANG FLAG

Two layouts for long size of the flag, choice one layout depends on activity.

The short flag is hanging on the ceiling.

Long size

Key Visual(2/3)

Brand identity(2/3)

A

Event informations(1/3)

Brand identity
& Key Visual (2/3)

B

Short size

Key Visual(3/5)

Brand identity(2/5)

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4.08 - TABLE STICKER

Place the informations to the left, Key image on the right side.
The size depends on event.

Event informations (1/2) | Key images (1/2)

4.09 - LED LAMP

Use the colored logo as the primary logo when used on a black or dark background. And need fixed on the pallet larger then logo.

Sample

Colored version

White Version

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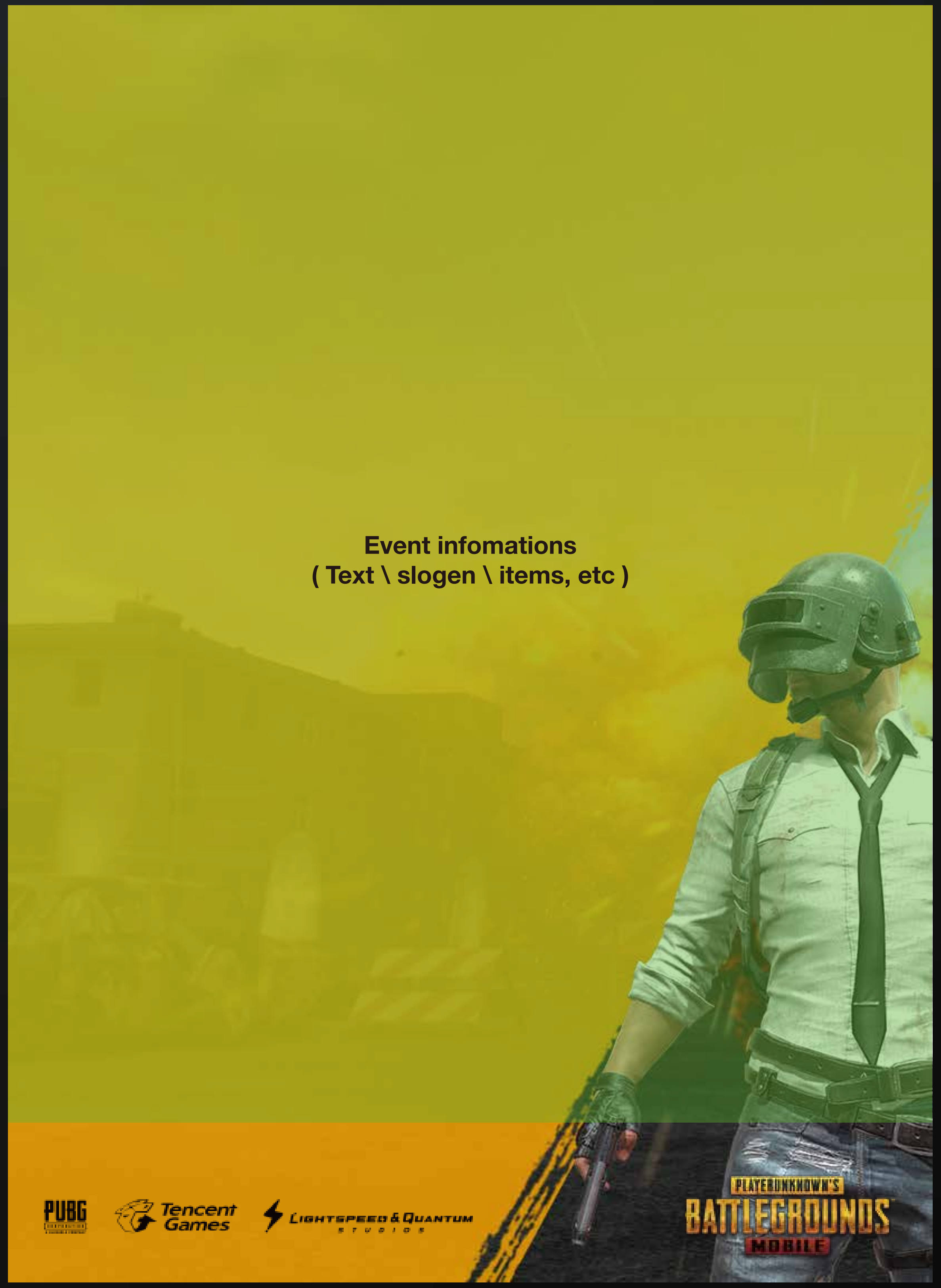
4.10 - LEAFLET

Place the branding identity on the bottom. Above apace is event informations.

Back

Event informations

Brand identity(1/8)



Front

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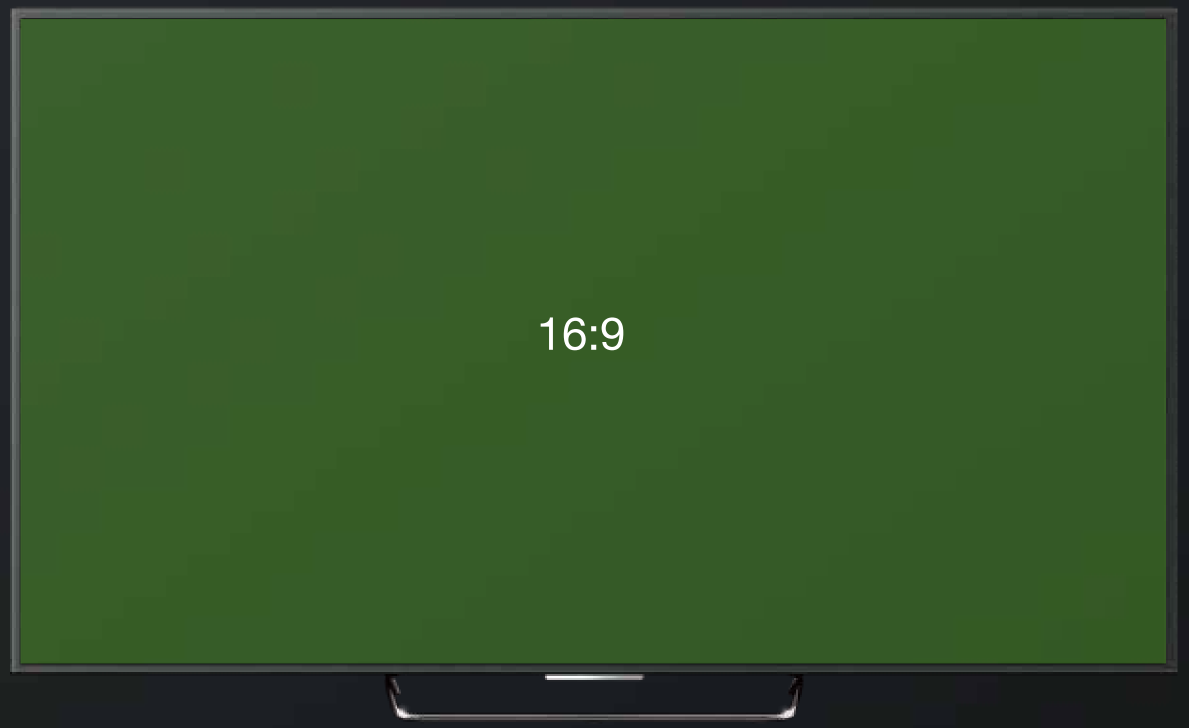
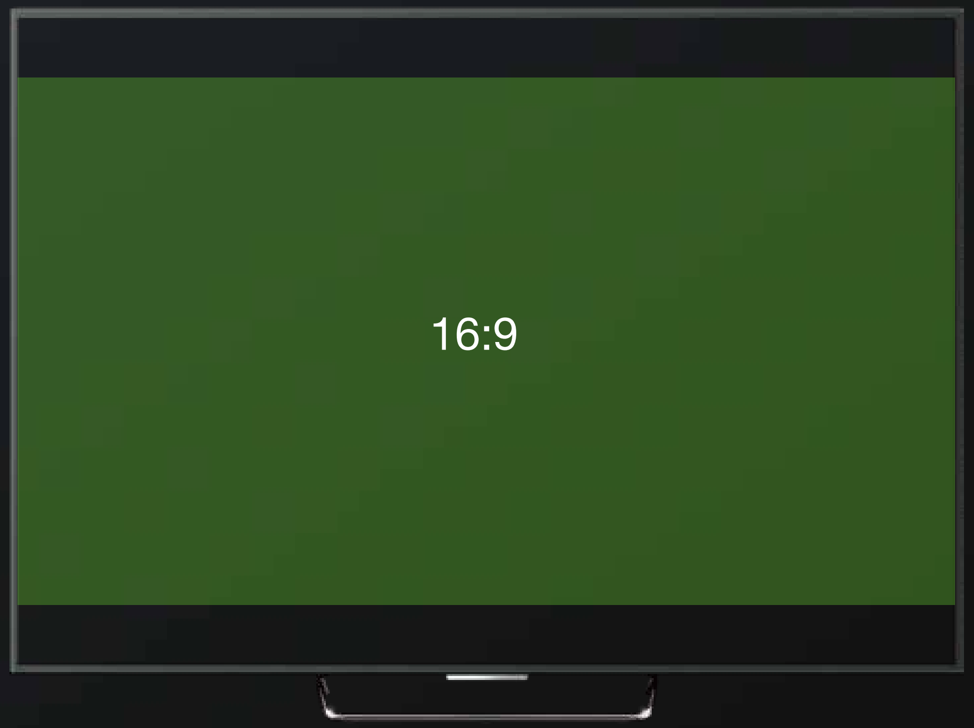
4.11-TV & KV DESPLAY

Video and key image can be used in proportion, Don’t aquash or stretch the video and image.



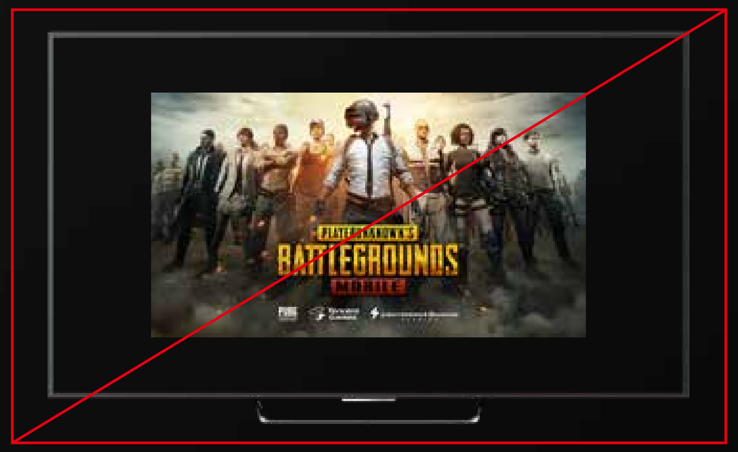


Full display in 16:9

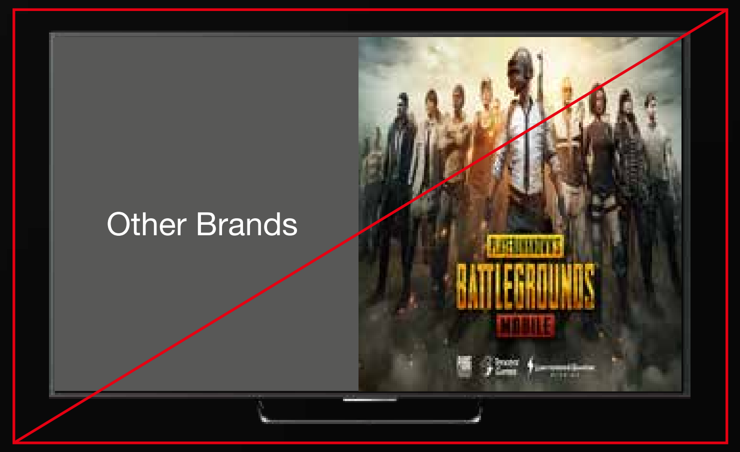
Full display in 16:9

Don’t squash or stretch the video & image.

Don’t squash or stretch the video & image.



Don’t reduce the video & image.



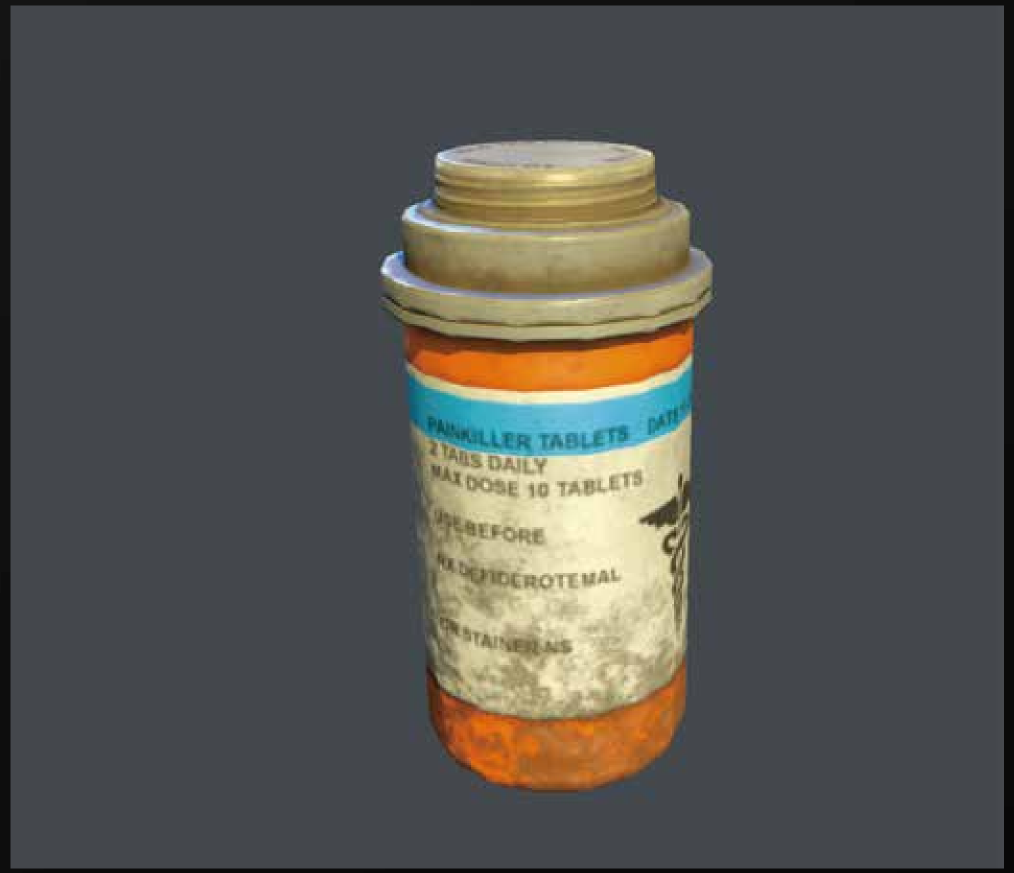
Don’t squash or stretch the video & image with other branding

4.12 - PUBG ITEMS FOR REFERENCE

All material needs to be cut outline, Size depends on reality.

ITEM: Pan
WIDTH: 30cm
HEIGHT: 45cm

ITEM: Gas Can
WIDTH: 30cm
HEIGHT: 50cm



ITEM: Painkiller
WIDTH: 10cm
HEIGHT: 25cm

4.12 - PUBG ITEMS FOR REFERENCE

All material needs to be cut outline, Size depends on reality.

ITEM: Smoke Grenade
WIDTH: 8cm
HEIGHT: 15cm

ITEM: Frag Grenade
WIDTH: 10cm
HEIGHT: 13cm

ITEM: Stun Grenade
WIDTH: 10cm
HEIGHT: 20cm

4.12 - PUBG ITEMS FOR REFERENCE

All material needs to be cut outline, Size depends on reality.

ITEM: Helmet
LENGTH: 27cm
WIDTH: 21cm
HEIGHT: 35cm

ITEM: wooden box
LENGTH: 35cm
WIDTH: 22cm
HEIGHT: 13cm

ITEM: First Aid Kit
LENGTH: 45cm
WIDTH: 30cm
HEIGHT: 24cm

4.12 - PUBG ITEMS FOR REFERENCE

All material needs to be cut outline, Size depends on reality.

ITEM: Airdrop Crate
LENGTH: 90cm
WIDTH: 90cm
HEIGHT: 90cm

ITEM: SCAR
WIDTH: 80cm
HEIGHT: 25cm

ITEM: AK47
WIDTH: 80cm
HEIGHT: 25cm

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4.13 - COSER

Restore the characters in the game as much as possible.
Looking for local models in event.

4.14 - STAFF CLOTHING

Printing the brand identity on the front and back of the T-shirt.

Printing area

Sample

4.15 - EXPERIENCE ZONE

Change to oil tank depands on experience zone. Print greensward or desert on the ground.

OFFLINE STORE KIT

5.01 - OFFILINE STORE KIT - A-LEVEL PACKAGE

Warning: No gun, grenade and bomb scense elements in school event!

Please use logo base on the brand guide.
Choose to use these resources list as materials for event.

Download Material:
https://drive.google.com/drive/folders/1nr0F17bD8Pk4pbFNuUKG3MKtOkHlYSfZ?usp=sharing

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4.14	Staff Clothing	P44

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5.02 - OFFILINE STORE KIT - B-LEVEL PACKAGE

Warning: No gun, grenade and bomb scense elements in school event!

Please use logo base on the brand guide.
Choose to use these resources list as materials for event.

Download Material:
https://drive.google.com/drive/folders/1nr0F17bD8Pk4pbFNuUKG3MKtOkHlYSfZ?usp=sharing

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5.03 - OFFILINE STORE KIT - C-LEVEL PACKAGE

Warning: No gun, grenade and bomb scense elements in school event!

Please use logo base on the brand guide.
Choose to use these resources list as materials for event.

Download Material:
https://drive.google.com/drive/folders/1nr0F17bD8Pk4pbFNuUKG3MKtOkHlYSfZ?usp=sharing

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END